

Reflections from IFRC on Early Warning/Early Action and need for improving public understanding of alerting protocols

2018 CAP Implementation Workshop
Hong Kong Observatory, Hong Kong

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Outline

- Background and Context
- Preparedness Behavior: Encouraging Early Action
- Case Study
- Reflections

Background and Context: RC/RC

Worlds largest humanitarian organization:

- 191 National Societies
- 30,000 branch offices
- 17 Million Volunteers
- Community based, participatory approach
- Auxiliary to government
- Independent and Neutral



ICRC



Background and Context: Early Warning Early Action



**Community
early warning systems:**
guiding principles

www.ifrc.org
Saving lives, changing minds.

 International Federation
of Red Cross and Red Crescent Societies



Early warning > Early action

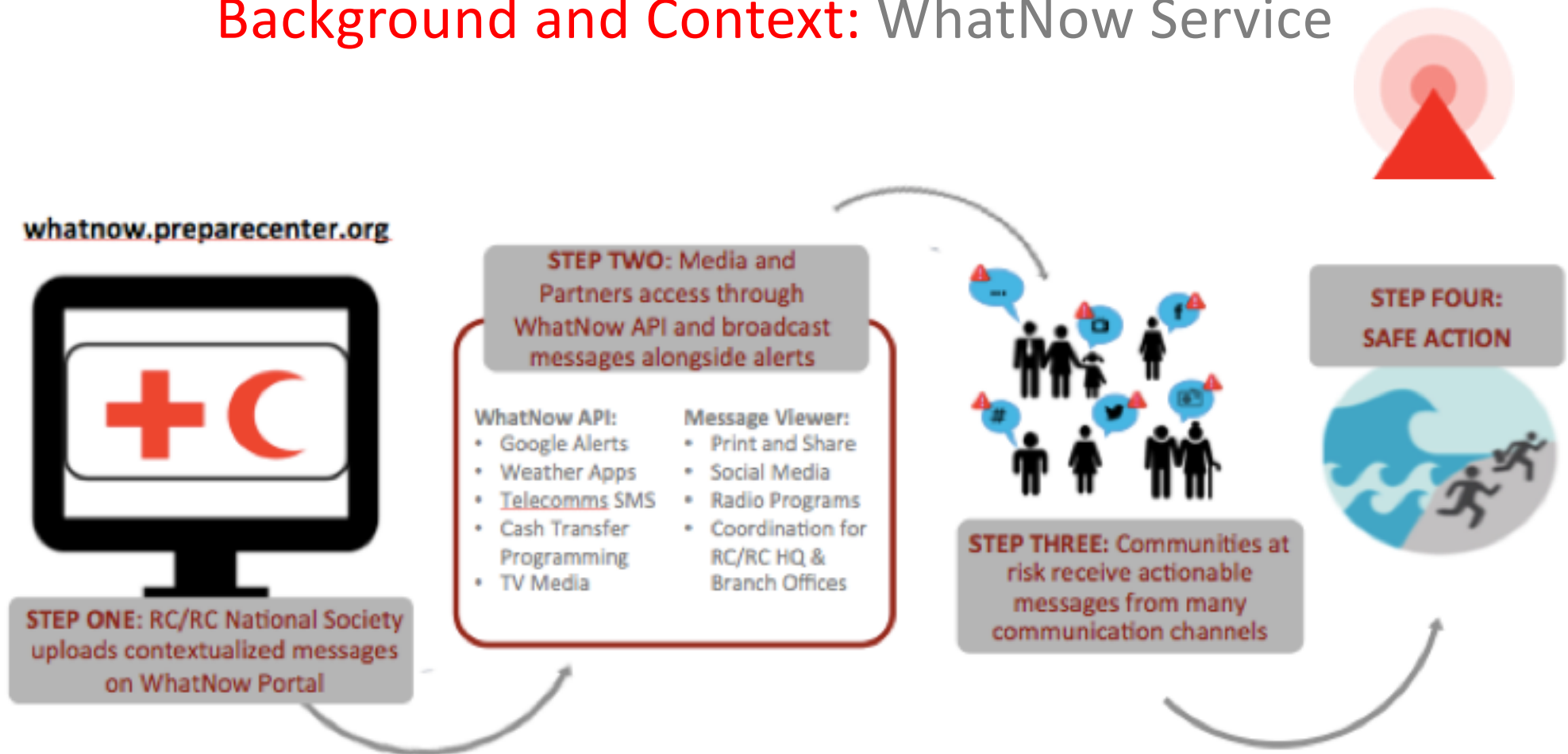
 International Federation
of Red Cross and Red Crescent Societies

Background and Context: Universal Apps

- Public Education and Public Awareness (PAPE) key messages
- Weather and disaster alerts and RC/RC messaging to the general public
- Users can monitor and track locations and link to loved ones
- Ability to share alert messages with loved ones using SMS, social media
- Designed to deliver official alerting agency message
- Strong preference for CAP
- 'What Now' to give immediate actions



Background and Context: WhatNow Service



Enabling Action

Global Platform of RC/RC actionable and contextualized messages on how to prepare and respond to local hazards

- ✓ Based on PAPE – evidenced based, key messages for DRR
- ✓ Target audience: households and individuals.
- ✓ Messages contextualized and attributed to National Societies
- ✓ 20+ hazards
- ✓ 78 languages
- ✓ 6 urgency levels

**PREPAREDNESS BEHAVIOR:
ENCOURAGING EARLY ACTION**

How does the last mile take action?



FLOOD WARNING

Karur and Tiruchi districts on alert ahead of release of water from Stanley reservoir at Mettur and Amaravathi dam

- Quantum of water release into Cauvery from Mettur dam yet to be decided
- PWD expects it to be not less than 10,000 cusecs
- Process of checking shutters has begun
- Heavy inflow from Karnataka reservoir
- 2,000 cusecs will be released from Amaravathi dam
- Tiruchi Collector directs water to be diverted to tanks and lakes
- Residents on the banks of the Cauvery asked to move to safer areas



AVIATION COLOR CODES

When the volcano color code changes, a Volcano Observatory Notification for Aviation (VONA) is issued.

GREEN	Volcano is in typical background, non-eruptive state or, after a change from a higher level, volcanic activity has ceased and volcano has returned to non-eruptive background state.
YELLOW	Volcano is exhibiting signs of elevated unrest above known background level or, after a change from a higher level, volcanic activity has decreased significantly but continues to be closely monitored for possible renewed increase.
ORANGE	Volcano is exhibiting heightened or escalating unrest with increased potential of eruption, timeframe uncertain, OR eruption is underway with no or minor volcanic ash emissions (ash-plume height specified, if possible).
RED	Eruption is underway with significant emission of volcanic ash into the atmosphere (ash-plume height specified, if possible), OR eruption is underway or suspected with significant emission of volcanic ash into the atmosphere (ash-plume height specified, if possible).

Take shelter indoors immediately

If driving, find the nearest shelter

Check forecast updates

Tornado Warning Means **TAKE ACTION**
A Tornado is Expected



How does the last mile take action?

- I am invincible
- I am with stupid
- I am a hero
- Where is mom?
- Where is my child?
- I am not leaving with out my pet.
- Where did I park my car?
- They don't know what they are talking about...

Is communication a problem?

Is (too much) communication a problem?

Is (too much) communication a problem?

- Smartphones – notifications and web
- 24 hour news (i.e. CNN)
- Entertainment weather
- Social Media (Google, Facebook, Twitter)
- Official Alerting Authorities
- Neighbors helping Neighbors
- Innovation and technology

Is (too much) communication a problem?

quality

or

quality *and* quantity

**CASE STUDY:
CYCLONE PREPAREDNESS PROGRAM (CPP)
IN
COX'S BAZAAR, BANGLADESH**

Population Movement to Bangladesh



American Red Cross

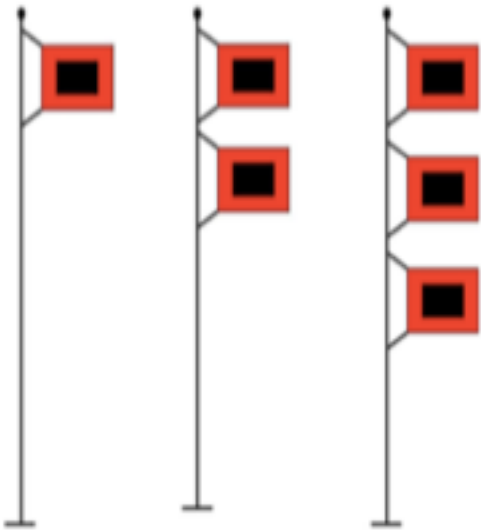


International Federation
of Red Cross and Red Crescent Societies



Bangladesh Red Crescent Society

CPP in Cox's Bazaar



FLAG 1 – WARNING

A storm has formed in a distant area

No megaphone will be used to play warning messages

FLAG 2 – DANGER

A cyclone has formed and may come to this area

A megaphone will also be used to play early warning messages

FLAG 3 – GREAT DANGER

A cyclone has formed and will impact this area soon

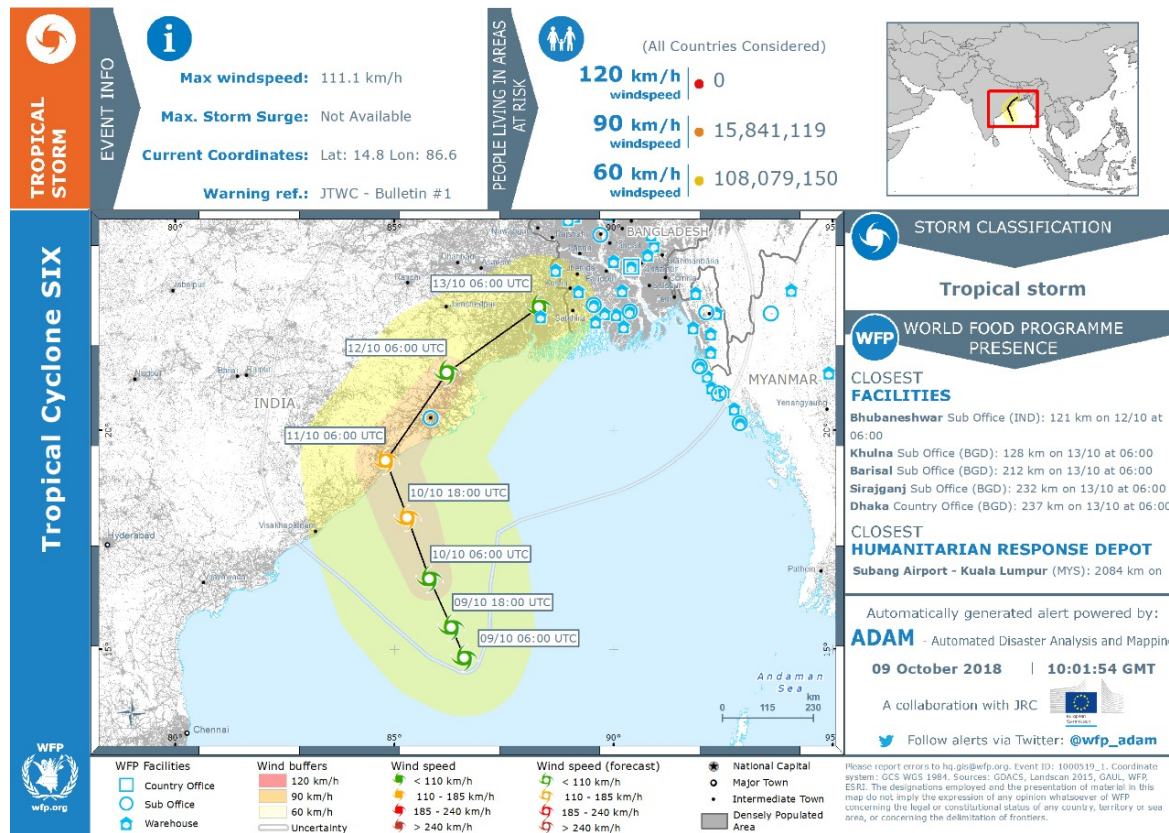
A siren will sound, and a megaphone used to play early warning messages





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Govt. of the People's Republic of Bangladesh
Bangladesh Meteorological Department
Storm Warning Center
Agargaon, Dhaka-1207

Phone: 9135742, 9141437
FAX: 9119230, 8153019
Web Site: www.bmd.gov.bd
Email: info@bmd.gov.bd

SPECIAL WEATHER BULLETIN, SL NO: 10 (TEN), DATE: 10.10.2018

THE CYCLONIC STORM 'TITLI' OVER WEST-CENTRAL BAY AND ADJOINING AREA MOVED NORTH-NORTHWESTWARDS, INTENSIFIED INTO A SEVERE CYCLONIC STORM 'TITLI' OVER THE SAME AREA (LAT. 16.2°N, LONG. 85.8°E) AND WAS CENTRED AT 06 AM TODAY (10 OCTOBER, 2018) ABOUT 945 KM SOUTHWEST OF CHATTOGRAM PORT, 900 KM SOUTHWEST OF COX'S BAZAR PORT, 815 KM SOUTHWEST OF MONGLA PORT AND 815 KM SOUTHWEST OF PAYRA PORT. IT IS LIKELY TO INTENSIFY FURTHER AND MOVE IN A NORTH/NORTHWESTERLY DIRECTION.

MAXIMUM SUSTAINED WIND SPEED WITHIN 64 KM OF THE SEVERE CYCLONE CENTRE IS ABOUT 90 KPH RISING TO 110 KPH IN GUSTS/SQUALLS. SEA WILL REMAIN VERY ROUGH NEAR THE SYSTEM CENTRE.

MARITIME PORTS OF CHATTOGRAM, COX'S BAZAR, MONGLA AND PAYRA HAVE BEEN ADVISED TO LOWER DISTANT WARNING SIGNAL NO. TWO BUT INSTEAD HOIST LOCAL WARNING SIGNAL NO. FOUR (R) FOUR.

ALL FISHING BOATS AND TRAWLERS OVER NORTH BAY AND DEEP SEA HAVE BEEN ADVISED TO REMAIN IN SHELTER TILL FURTHER NOTICE.

(Kh. Hafizur Rahman)
Meteorologist
For Director
10, 0730 BST

TO

1. HON'BLE MINISTER, MINISTRY OF DISASTER & RELIEF, FAX: 9545405.
2. CABINET SECRETARY, FAX: 9566559.
3. PRINCIPAL SECRETARY TO THE HON'BLE PRIME MINISTER, FAX: 9143377
4. SECRETARY TO THE HON'BLE PRIME MINISTER, FAX: 8128799
5. SECRETARY, MINISTRY OF DEFENCE, FAX: 9110535.
6. SECRETARY, MINISTRY OF AGRICULTURE, FAX: 9540555
7. SECRETARY, MINISTRY OF DISASTER MANAGEMENT AND RELIEF, FAX: 9566559/9545405.



Key reflections:

- Educate public on decision making process
 - Clearly communicated roles and responsibilities
 - Alerting authority responsibilities AND roles for media, emergency management, elected officials
 - Multi-channel delivery is critical
 - Check on your neighbor
 - Clear key messages
-
- High priority alerts vs weather forecasts



Global Disaster
Preparedness Center

Key reflections:

- Training linked to resources
- Alert hubs should be multi-hazard
- To aid multi-channel delivery of alerts - encourage re-broadcasters to use Alert-Hubs (App Developers, media)
- Use WhatNow Service/harmonized key messages to improve early action
- Standard lists of event types
- CAP mandatory for official public alerts?

Thank you!



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disaster.preparedness.center